

REMARKS

Claims 1-23 are all the claims pending in this application. Claims 1, 5, 6, 10, 11, 16, 17, 20 and 21 have been amended. No new matter is added. Reconsideration and allowance of all the rejected claims are respectfully requested in view of the following remarks.

REJECTION UNDER 35 U.S.C. 102(e)

Claims 1-15 stand rejected under 35 U.S.C. §102(e) as allegedly being anticipated by Brody et al. (U.S. Patent Publication No. 2001/0029485), hereinafter referred to as “Brody.” Applicants traverse this rejection on the following basis.

Independent claim 1 recites, among other things, “anonymous user interface provides the user with a plurality of options that enable the user to initiate an on-line transaction, wherein each of the plurality of options is associated with an information broker; selecting, by the user, an option from the plurality of options; accessing from the information broker....a first profile comprising user data; generating...a second profile...wherein second profile comprises anonymous data associated with the user and based on the selected option; communicating...the anonymous data...to enable at least one field of the on-line transaction order form to be automatically filled with the anonymous data.” Independent claims 6 and 11 disclose similar features.

Brody fails to anticipate each and every one of these features. For example, Brody discloses a single option for anonymous transaction through an anonymous transaction server. There is no disclosure within Brody for a plurality of options, much less an information broker associated with each of the options. Conversely, the present invention as claimed allows a user to select from a plurality of options for anonymity

(See Applicants' Specification, e.g., fig. 2 elements 212, 214, 216, 218) through an anonymous user interface for use in automatically filling out at least one field of the on-line transaction order form. Brody fails to disclose any such features.

As such, the rejection is improper as Brody fails to anticipate each and every feature of independent claims 1, 6, and 11. Dependent claim 2-5, 7-10, and 12-15 are allowable because they depend from allowable independent claims 1, 6, and 11, respectively, as well as for the other features they contain.

REJECTION UNDER 35 U.S.C. 103(A)

Claims 17-23 stand rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Brody et al. (U.S. Patent Publication No. 2001/0029485) in view of the Examiner's Official Notice. Applicants traverse this rejection on the following basis.

Claim 17 recites, among other things, "an Internet browser interface that includes a transaction interface having on-line transaction information and an on-line transaction order form; an anonymous shopping interface to enable the user to initiate an on-line transaction, wherein each of the plurality of options is associated with an information broker; initiator that accesses...a first profile; generator that generates...a second profile... wherein the second profile comprises anonymous data associated with the user and the based on the selected option; communicator that communicates the anonymous data in the second profile...to enable at least one field of the on-line transaction order form to be automatically filled with the anonymous data." Claims 20 and 21 recite similar features.

As discussed above in references to claims 1, 6 and 11, Brody does not disclose a plurality of options. In addition, in response to Applicants' request for evidentiary support for Official Notice taken in the Examiner's Final Action, the Examiner supplied U.S. Patent 5,970,466 to Detjen et al.; U.S. Patent 5,953,707 to Huang et al., and U.S. Patent 5,758,126 to Daniels et al. None of the references, however, make up for the deficiencies presented above with respect to Brody. As such, the rejection fails to teach the invention claimed in independent claims 17, 20 and 21.

Dependent claim 18, 19, 22, and 23 are allowable because they depend from allowable independent claims 17 and 20, as well as for the other features they contain. For at least the foregoing reason, allowance of these claims is requested.

CLAIM 16

As stated in Applicants' After Final Response, the rejection fails to address claim 16. Applicant requests that the Examiner properly address all the pending claims including claim 16. In addition, claim 16 recites features similar to those described in reference to claim 17, above. Therefore, for at least the reasons set forth above in regard to claim 17, allowance of claim 16 is requested.

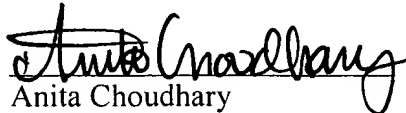
CONCLUSION

Having addressed each of the foregoing rejections, it is respectfully submitted that a full and complete response has been made to the outstanding Office Action and, as such, the application is in condition for allowance. Notice to that effect is respectfully requested. Applicant does not necessarily agree with all of the other statements made in the Office Action, but the foregoing is sufficient to overcome the rejections.

If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned.

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Respectfully submitted,



Anita Choudhary

CUSTOMER NO. 00909

Registration No.: 56520

PILLSBURY WINTHROP SHAW PITTMAN
LLP

P.O. Box 10500

McLean, Virginia 22102

703-770-7900